

Minnesota Women of Today Social Media Guidelines

Social Media Definition

Social media is defined as any online presence for the Minnesota Women of Today. This includes but is not limited to our website, Facebook, Twitter, YouTube, LinkedIn, blog, and other networks. For the rest of this policy, the term “social media” assumes this definition. Each network (such as Facebook, Twitter, etc.) will be referred to as a platform in this policy.

Social Media Chair and Review Committee

1. The Social Media Chair(s) is assigned administrator rights to social media platforms. We may have one chair for all or one chair for each platform.
2. Social Media Chair(s) will be approved by the Executive Council, annually.
3. All new platforms will be set up under coordination with the Executive Director using a designated Minnesota Women of Today e-mail address.
4. For platforms where multiple administrators can be assigned, at least three must be assigned where one is the Executive Director.
5. For all platforms that require a user name and password, the Executive Director must have that user name and password on file. If that user name or password is changed, the Executive Director must receive an update.
6. The Social Media Review Committee will oversee all social media. This Committee is responsible for reviewing all content and approving per the guidelines below.
7. The Social Media Chair(s) and Review Committee shall report to the Marketing Chair.
8. The Social Media Chair(s) will monitor and update their respective platform in a timely manner.
9. The Social Media Chair(s) will provide reports and insights (such as number of fans/followers, number of page views) as appropriate for the platform to the Marketing Committee at each meeting.
10. The Review Committee will consist of five members with a minimum of three approvals before an item is posted online or public. The fourth person will be the Executive Director and the fifth person will be the current State President. The Review Committee members must be approved by the Executive Council annually. An effort will be made to will be made to review materials in a timely manner with a goal of 72 hours.

Posts (for example Facebook and Twitter)

1. Speak respectfully about the organization, our current and potential members, and our partners. Do not engage in name calling or behavior that will reflect negatively on the organization’s reputation.
2. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by the organization and may result in disciplinary action. Inappropriate posts will be removed and/or blocked.
3. All posts should use professional grammar and tone.

4. No Minnesota Women of Today social media venue can be used to promote an individual's business, self, or unaffiliated organizations except in the case of holding an approved fundraiser for the organization.
5. Efforts will be taken to not post any members' personal information on any social media channel without consent of that member.
6. Content posted to Minnesota Women of Today YouTube Channel or the Minnesota Women of Today blog must have approval prior to posting by the Social Media Review Committee.
7. Posts to the Minnesota Women of Today Facebook, Twitter, LinkedIn and other such accounts do not require pre-approval. However, anything that does not conform to the guidelines in this policy will be deleted. This includes posts by the social media administrator or any other posts included on the pages.

Photos and Videos

1. Chapters are responsible for ensuring that photos/videos submitted for posting only contain individuals (members and guests) who wish to have their image posted or tagged online.
2. Any photos/videos taken at Minnesota Women of Today activities or sent to the Minnesota Women of Today chapter service center are assumed to be okay to post on any of our social media unless there has been an opt-out form on file with the Chapter Service Center.
3. If any member sees a photo of themselves that they did not want posted on the Minnesota Women of Today sponsored platforms, contact the Executive Director or respective administrator of the account with specific details.
4. All photos/videos should positively reflect the organization and not include anything considered pornographic or in poor taste.
5. Any photos/videos that do not conform to this policy will be deleted.

Chapters

1. It is recommended that chapters implement social media guidelines consistent with the state guidelines and share these guidelines with their members. Districts may want to consider implementing social media policies as well.
2. All chapters are subject to these guidelines. The Review Committee may request that a chapter remove material from their social media platforms that do not conform to these guidelines.
3. If any member finds any material that appears questionable, the Executive Director should be contacted immediately with details regarding the questionable material.